

Training in the Digital Age

Best practices for creating, delivering, and managing learning content



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Business is undergoing a radical transformation – an overhaul of processes, competencies, and models to leverage the full potential of digital innovation. With the lion's share of resources being funneled into deployment and integration of new technologies, the human side of change sometimes receives less than adequate attention and support.

Deep change doesn't happen by itself

Ultimately, the business value of new digitally oriented applications depends on how well employees are empowered to use them. With deep changes being made to processes and even to the way problems are approached, users require training and guidance to refresh their current skills and acquire new ones.

Just as older tools and techniques are giving way to new ones, well-worn corporate learning strategies need refreshing. Recent research has shed new light on learning dynamics, and forward-looking enterprises and vendors are responding with solutions that move beyond conventional classroom learning and formal training.

WHERE, WHEN, AND HOW BUSINESS LEARNING TAKES PLACE

The lion's share of learning actually happens on the job. This stands to reason, as users may not recall the contents of a class or e-course at their moment of need. Instead, they'll ask a colleague for assistance, or figure out a difficult process themselves, often through tedious trial and error.

Informal learning comes in as a distant second for effectiveness. Its value lies in a combination of helpful timing and genuine interest: a parent shows a toddler how to tie his shoes. A child teaches her grandmother to navigate a smartphone. An experienced user of SAP S/4HANA® Finance walks a trainee through a quarter-end closing process.

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What may be surprising is that traditional formal training – instructor-led classes and LMS-based online courses – accounts for just a small fraction of business learning.

These findings have far-reaching implications: enterprises require the means to create targeted, specific, and customized content, and then deliver it to users right at the point of need.

SAP has a solution designed for achieving these goals: SAP® Enable Now. As its name implies, the platform is purpose-built to empower the users of today's applications. SAP Enable Now satisfies the unmet demand for building and deploying learning content precisely when and where it's most beneficial.

How Adults Learn in the Workplace

Perhaps surprisingly, the largest share of employee learning takes place on the job.

Source: Charles Jennings, former CLO of Reuters

70% 
On-the-job experience

20% 
Informal learning

10% 
Formal learning

Best Practice 1: Deliver Targeted Assistance at the Time of Need

Companies sometimes don't get the ROI or user adoption they expect from their software investments. The cause is often a lack of relevant and readily available support materials. With SAP Enable Now, you can deliver targeted assistance at the point of need, in a variety of formats:

Software tutorials

Create a concurrent step-by-step guide for an entire process, running in a small window in a corner of the live app. Users can easily jump from the app to the window to practice tasks or obtain assistance, and then click back to resume work. All without having to sift through an FAQ, call a help desk, or consult a manual.

Process guidance

Harness SAP Enable Now to build and deliver the content users need to master new, modified, or unfamiliar processes. Sophisticated “push” technology automatically presents step-by-step instructions, advisory messages, or suggested entries, without the need for a search or request. The software detects where the user is in a workflow or an application and delivers relevant support material as needed – directly within the application. Users are never required to restart a workflow or bring up a new menu.

Context help

Display relevant information precisely at the right time and place. At the data level, content specific to the value entered in a particular field is shown. At the object level, relevant coaching appears in a small window when the user hovers over a text box, drop-down menu, or button. At higher levels, support can be displayed when an application or specific screen is opened.

Contextual knowledge base

A variety of support materials can be integrated into a single desktop knowledge base. Simply add links inside an application (whether SAP or non-SAP) that point to pertinent information. The contextual knowledge base also serves as a unified entry point for every resource needed to complete a task or training. All kind of materials can be embedded – even support materials not created with SAP Enable Now.

These imbedded training options help keep workers productive without interruption, delivering the targeted support they require to do their work quickly and proficiently. For the many business processes that require multiple systems, SAP Enable Now process guidance can be spread across applications.

BENEFITS

- Shorter time to user competence
- Broader and faster adoption of new software and processes
- Higher ROI on software investment
- Reduced need for expensive, time-intensive formal training
- Minimized procedural errors
- Fewer help desk requests to lower support costs

Best Practice 2: Multiply the Productivity of Content-Development Resources

Part of the challenge of digital transformation is that it's not just change, but change at an accelerated pace. Business processes receive continual fine-tuning. Cloud-based apps push out enhancements several times a year. The upshot is a never-ending demand for new training content – not only for beginners, but to bring current users up to speed with newly modified functionality. Given limited development resources, most companies find themselves struggling to quickly discover or create good content, especially for software instruction. SAP Enable Now helps training groups cope, with innovations that multiply the value of your efforts:

Template-based content creation.

A range of templates provides the capability to readily produce rich learning materials compatible with practically all platforms. All it takes is a few keystrokes to add video, animation, or detailed, fully interactive software simulations.

Create content once, repurpose automatically.

To produce imbedded assistance, process training, or user help, have a domain expert create and record the learning steps once, with a user-friendly tool inside SAP Enable Now. The software's built-in intelligence can then automatically transform the content into multiple formats for different use cases, including documentation, simulations, performance support, test plans and scripts, offline demos, and an in-app contextual knowledge base.

Automatic localization.

Remarkably, SAP Enable Now takes auto-repurposing a step further. It can automatically recreate your "content recording" with texts and screens in a different language – significantly reducing content production costs for multinational or multicultural organizations.

BENEFITS

- Accelerated content creation for all areas of corporate learning
- More effective training materials
- Greater efficiency: create content once for use in many formats
- Reduced training costs for enterprise applications

Best Practice 3: Make Learning More Engaging and Fun

When learning is enlivened with a blend of communication techniques, the experience becomes vastly richer and more meaningful, and people find themselves more engaged and motivated. The result is deeper cognition, faster absorption of material, and longer-lasting retention – all of which add up to a more beneficial learning experience.

Using SAP Enable Now, your content creators can combine written, auditory, and visual material to shape a stimulating and engaging learning environment. The experience is even more potent when help and assistance modules are imbedded at the point of need inside applications or processes.

71%

of executives believe their companies are weak when it comes to using advanced media in learning.

— 2015 Corporate Learning Factbook,
Bersin by Deloitte

BENEFITS

- Higher user engagement
- Greater content retention
- More effective overall learning experience

Best Practice 4: Enable Time-Of-Need Learning Anywhere, Anytime, on Any Device

Another feature of the Digital Age is that work is no longer confined to the physical office or the conventional 9-to-5 schedule. Thanks to mobile devices, employees can be productive anywhere. SAP Enable Now supports this modern reality by optimizing and delivering identical training content on tablets, smartphones, and other devices. Imbedded assistance can be displayed on a

mobile device, completely independent of the application screen. Users simply scan a QR code to receive guidance tailored to the app they're working in, on the device they're using. Learning can then take place anywhere – in the office, on the job site, while commuting, even at home on the couch.

Thanks to mobile devices, employees can be **productive anywhere**.



BENEFITS

- Full user enablement regardless of location or device
- Higher overall employee productivity
- Greater flexibility to accommodate digital learning

Empowering Measurably Better Outcomes

PERFORMANCE SUPPORT FOR SPECIFIC FUNCTIONS

SAP Enable Now provides uniquely beneficial time-of-need assistance for both general and technical users, in virtually any type of application – from office productivity (word processing, spreadsheets, presentation-building) to business-specific (financials, CRM, ERP, process control) to academic and scientific. SAP Enable Now is also remarkably effective for a number of specialized use cases that might not be obvious at first glance. Here are some examples where SAP Enable Now can make a game-changing difference.

Specialized Use Case 1: Make Customer Support Agents More Efficient and Effective

A call-in customer support channel is a must-have for many large companies, especially business-to-consumer enterprises. Agents need to be not only courteous, but also well informed and efficient in order to resolve customer problems quickly and agreeably. A lot rides on this: social media has amplified the customer voice to an entirely new level. Likes and positive reviews turn users into evangelists. And just a few disgruntled comments can do real damage to your brand. Likewise, inefficient call center interactions lead to longer resolution times and escalations, which in turn inflate support costs.

BENEFITS USE CASE 1

- Increased first-call resolution rates
- Higher customer satisfaction
- Positive social media ratings and reviews

With ever-changing product and services portfolios, call center support agents need continuous enablement and coaching to stay current. SAP Enable Now is made-to-order for the role. Product experts can create knowledge libraries with filtered views for easily finding specific information. You can build illustrated interactive communication guides to take operators through any customer conversation. And you can reduce incoming call traffic by supplying customers with detailed self-help knowledge portals.

Specialized Use Case 2: Empower Sales Teams with Deal-Specific Information

The demand for sales enablement content is similar to that for call centers: busy reps need product benefits and competitive details at their fingertips during sales calls, informal discussions, and presentations. Use SAP Enable Now to generate a sales-oriented knowledge library including product profiles, use case-specific benefit points, competitive “cheat sheets,” and other support resources. The platform also provides an interactive presentation mode for rehearsing and fine-tuning sales demos.

BENEFITS USE CASE 2

- Greater prospect engagement
- More persuasive presentations
- Shorter process from lead to opportunity to sale

Specialized Use Case 3: Reduce Costs for Internal IT Help Desk and Support

IT help desks typically spend more time providing how-to coaching than resolving real technical malfunctions. Empower users to self-navigate new tasks and processes so you can reduce help-desk traffic and free your technical experts to

tackle bona fide IT problems. SAP Enable Now fulfills this need with capabilities for creating and embedding support content inside applications. You can also build process-specific knowledge portals that users can access for help and guidance.

BENEFITS USE CASE 3

- Higher user productivity thanks to fewer interruptions
- Fewer help desk calls for lower support costs
- Faster response and resolution of technical issues

For more information, visit www.sap.com/enable-now.



Run Simple

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